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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2545

Feb. 14, 1992

NEW FOOD SAFETY OFFICIALS -- Secretary of Agriculture **Edward Madigan** has named **H. Russell Cross** administrator of USDA's Food Safety and Inspection Service and **Donald L. White** associate administrator of the agency. Cross was head of the Department of Animal Science at Texas A&M University. He has also served 12 years with USDA's Agricultural Marketing Service and Agricultural Research Service. White was a regional director for the agency in Philadelphia. He has served in various agency positions. **Contact:** **Sharin Sachs** (202) 720-9113.

NEW FOOD SAFETY GOALS -- **H. Russell Cross**, the new administrator of USDA's Food Safety and Inspection Service, says he will make the agency one that has strong credibility with the public, consumer groups, Congress and the industry. To do this, Cross says he will, within the next 90 days, address the need for the agency to better define and articulate its mission; review the more than 50 recommendations for a management evaluation report; will assess the need to adopt National Academy of Sciences recommendations; and meet with members of Congress, consumer groups, industry organizations, agency regional directors, supervisors, employees and employee groups to listen to their concerns and recommendations. **Contact:** **Sharin Sachs** (202) 720-9113.

LIVESTOCK "JOHNNY APPLESEEDS" -- Cattle, sheep and goats can take on the role of Johnny Appleseed, spreading seed on western range where farm machinery can't go, says USDA scientist **Jerry R. Barrow**. In New Mexico, steers were fed gelatin capsules which contained seeds of the plants USDA scientists wanted to establish on remote and poor quality rangeland. "Just like the kind of gelatin capsules we swallow, these also dissolve in the stomach," Barrow says. "In our case, medicine is released, but in the steers, seeds were released. The seeds were excreted with manure on the land two to three days later." **Contact:** **Jerry R. Barrow** (510) 559-6068.

FBL ON FAX -- The **Farm Broadcasters Letter** is now available by facsimile machine. Each Thursday by 2 p.m., Eastern time, the FBL will be on USDA's Ag NewsFAX. The four-digit number needed to retrieve the FBL will always be the same: 9200. To receive the **Farm Broadcasters Letter** from Ag NewsFAX, use the telephone connected to your FAX machine to call (202) 690-3944. Then, press 1 4 9200 # 3 on the telephone and the start button your FAX machine. If you encounter a problem, call **Diane O'Connor** (202) 720-2168.

CATFISH SALES DOWN -- Catfish growers in the 16 states USDA surveys had sales of \$285 million during 1991, which were down 13 percent from the 1990 total sales of \$329 million. The total number of operations on Jan. 1, was 1,886, down 3 percent from the July 1 total of 1,943. The 16 states surveyed are: Alabama, Arkansas, California, Florida, Georgia, Illinois, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee and Texas. **Contact:** Robert E. Little (202) 720-6147.

SHEEP AND LAMB INVENTORY -- The sheep and lamb inventory in the United States was 10.9 million head on Jan. 1, down 3 percent from a year ago. The value of sheep and lambs on hand was \$666 million, down 9 percent from last year. The average value per head was \$61.40, down 6 percent from last year. **Contact:** Linda Simpson (202) 720-3578.

USDA FUNDS 35 WATER QUALITY PROJECTS -- USDA will provide \$9.1 million for 35 Agricultural Conservation Program special water quality projects in 27 states. USDA will provide cost-share help for remedial actions to improve water quality, solve problems caused by ag non-point source pollution of ground and surface water and to support individual state efforts. Such pollution stems from animal waste, fertilizers, pesticides and sediment. USDA will work closely with state and local agencies, the U.S. Geological Survey and the Environmental Protection Agency on all the projects. **Contact:** Robert Feist (202) 720-6789.

FARM EQUIPMENT CLINIC -- The Farm Equipment Manufacturers Association will hold its spring Management Clinic and Supplier Showcase April 25-29 in San Diego, Calif., at the Hyatt Islandia Hotel. **Contact:** Farm Equipment Manufacturers Assn. (314) 991-0702.

USDA APPROVES 27 AREAS -- USDA has established 27 new Resource Conservation and Development Areas in 23 states and the Pacific Basin, says Bill Richards, chief of USDA's Soil Conservation Service. Richards says the action qualifies the new areas to receive federal technical and financial assistance for land conservation, water management, community development and other environmental concerns. **Contact:** Ted Kupelian (202) 720-5776.

FIREPLACE NOT GOOD HEAT -- The fireplace isn't a good way to heat your home; but for aesthetic purposes, it's hard to beat. There's a tremendous heat loss through your fireplace; so remember two important things -- make sure the damper is open only when you're using the fireplace and if possible use a glass insert to prevent heat from escaping up the chimney. **Contact:** Lee Grant (301) 405-1198.

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FROM OUR RADIO SERVICE

AGRICULTURE USA #1810 -- Why does irradiated food have an image problem? On this edition of **Agriculture USA**, **Doug Wakefield** looks at the food processing technique and the controversy that surrounds it. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1292 -- "Slow" vs. "Fast" food; gold crazy; they love our pet food; teenage jobs; repairing your credit rating. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1801 -- USDA News Highlights; water quality projects; farm safety; food processing method increases shelf life; new grain varieties. (Weekly reel of news features.)

NEWS FEATURE FIVE #1507 -- Two-punch fungus; tattletale fungus; lean Piedmontese cattle; what's the beef; African cattle evaluated. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Fri., Feb. 21, cattle on feed; livestock update; Mon., Feb. 24, catfish report, poultry production, U.S. ag trade update; Tues., Feb. 25, cotton and wool outlook, weekly weather and crop update; Thurs., Feb. 27, export outlook, world tobacco situation; Fri., Feb. 28, ag prices. (**These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.
Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **DeBoria Janifer** reports on the swine health survey and Michigan State University's **Dave Luciani** reports on saving Christmas poinsettias to bloom again next year.

ACTUALITIES -- Secretary of Agriculture **Edward Madigan** names new administrator and associate administrator of USDA Food Safety and Inspection Service, USDA chief meteorologist **Norton Strommen** on the latest weather and crop conditions, World Board chairman **James Donald** on the supply/demand situation and USDA economist **Ron Gustafson** on cattle.

UPCOMING FEATURES -- **DeBoria Janifer** reports on new varieties of hollies; **Pat O'Leary** reports on lawn landscaping; **Lynn Wyvill** reports on teaching children about food safety and nutrition.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:
Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays
from 8 - 8:45 a.m., EST.*

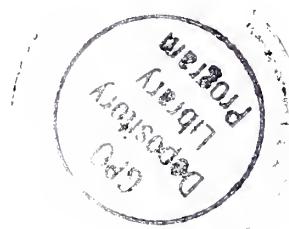
EXPORTS...are becoming increasingly important to North Carolina farmers, says **Ken Tanner** (WRAL/Tobacco Radio Network, Raleigh, N.C.). Previously, nearly half of all crops from the state were exported, but in 1991 exports accounted for 60 percent. Ken recently broadcast year-end figures of ag production for North Carolina that revealed four crops brought in \$1.5 billion to farmers. The leader was flue cured tobacco at \$1.07 billion. Soybeans, cotton and peanuts were the other crops that helped most Tar Heel farmers have a good year in 1991.

FIRST ANNUAL FARM SHOW...was such a success another is being planned for next year, says **Larry Burchfield** (KWCK, Searcy, Ark.). The station sponsored Ag Expo '92 in mid-January at the White County fairgrounds. Busloads of FFA members attended. Larry broadcast his programs live at the event. The station plans to expand exhibitor participation next year, and move the dates from mid-week to a Friday-Saturday schedule. Larry is a member of a two-year Cooperative Extension Service leadership program that is studying ag in Arkansas. The 35-member class will be in Washington, D.C., later this month for talks with federal officials.

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Washington, D.C. 20250-1300

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15th ANNUAL...KRES Farm Show was held in mid-January. **Jim Coyle** (KRES, Moberly, Mo.) reports good attendance and 85 exhibitors. Congratulations to Jim: Last month at the University of Missouri-Columbia annual Ag Science Week he received from the Missouri Soybean Association its first communications award, citing him for his dedicated effort to inform farmers and others about the betterment of the soybean industry. And at the U-Missouri Ag Alumni meeting, Jim was recognized as an Honorary Member of the organization.

CHANGES...**Sue Morrison** (WRFW, River Falls, Wisc.) is the new farm director replacing Sally Smith Kaehn who is now at the Univ. of Wisconsin ag department.

OPENING...for associate farm director at Texas Agri-Business Network, Dallas. **Bob Cockrum** is looking for an individual with a minimum of two years broadcast experience and a journalism degree. Call him (214) 688-1133, extension 323.

Vic Powell
VIC POWELL
Chief, Radio & TV Division